

Creating Social Capital in Tampa Bay

World Cafe

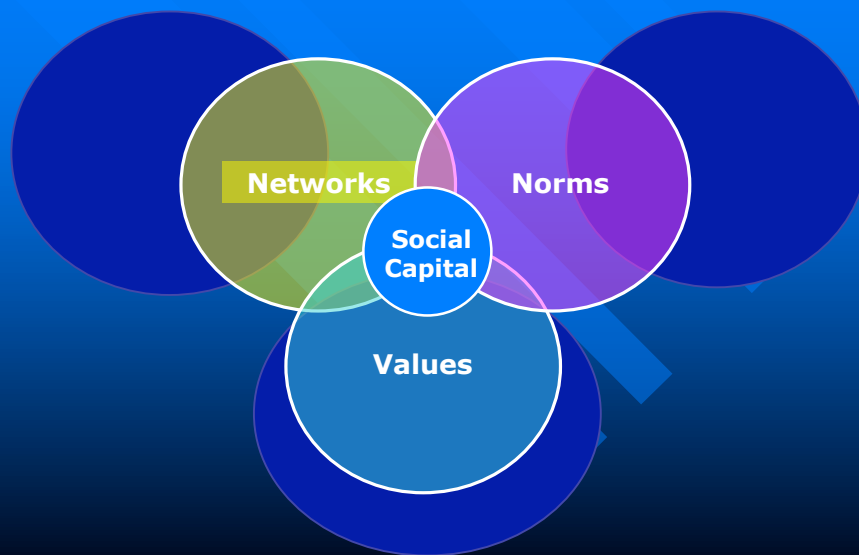
Purpose

- Generate input about creating social capital
- Share knowledge
- Stimulate innovative thinking about social capital
- Explore social capital action possibilities
- Create a living network of conversation around social capital

What is Social Capital

- Social capital refers to stocks of social trust, norms and networks that people can draw upon to solve common problems
- Social capital refers to the collective value of all "social networks" and the inclinations that arise from these networks to do things for each other

What is social capital?



What Makes Social Capital?

- Social capital includes:
 - The proportion of people who believe that “most people can be trusted”
 - The number of civic, religious and political organizations in a society – and what proportion of people are actively involved in them
 - The frequency of informal socializing, including eating meals at each others’ houses, playing games, using public parks

How Social Capital Works

Social capital develops through a variety of channels:

- Information flows
 - Learning about jobs, learning about candidates running for office, exchanging ideas in meetings
- Norms of reciprocity
 - Bonding networks that connect people who are similar and sustain particularized (in-group) activity
 - Bridging networks that connect individuals who are diverse
- Collective active
 - The role regional associations among groups of migrants
- Broader identity and sense of solidarity

Social Capital In Communities

- Communities provide the context within which neighbors, friends and a broad range of formal and informal groups come together in the pursuit of common purposes
 - Arts and cultural groups
 - Civic associations
 - Community centers
 - Ethnically- or regionally-based associations
- Social capital at the community level increases with increases in frequency of interactions
- Leads to improved coordination and communication which, in turn, facilitates increased mutual trust and willingness to cooperate in future activities or in new area
- These networks of community interaction benefit not only those directly involved in the interactions, but the community-as-a-whole

Measuring Social Capital?

- Measurement helps funders and community organizations build more social capital.
- Everything that involves human interaction can be said to create social capital, but the question is does it build social capital, and if so, how much?
- Measurement helps funders and community organizations increase their mix of activities into more things that are a 9 or a 10 on a 10-point scale of social capital creation;
- Comprehensive Social Capital Index
 - 14 indicators (2 trust, 12 association)
- Social Capital Community Benchmark Survey

What are the Benefits?

- People with more dense friendship networks are healthier.
- There is less crime in places where people know their neighbors.
- School students perform better when parents are more involved in community affairs.
- Government works better when more people get involved in civic life.
- Enhanced economic achievement through increased trust

FIGURE 7.1

Schools work better in high social capital states

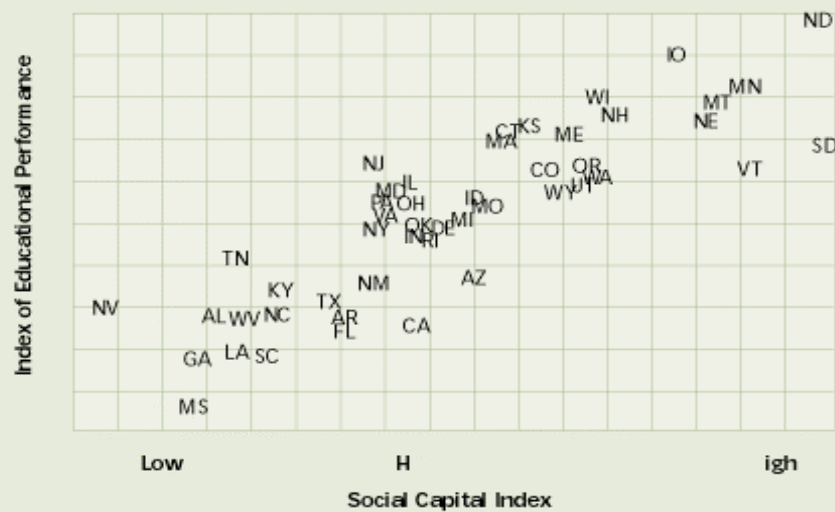


FIGURE 7.4
Violent crime is rarer in high social capital states

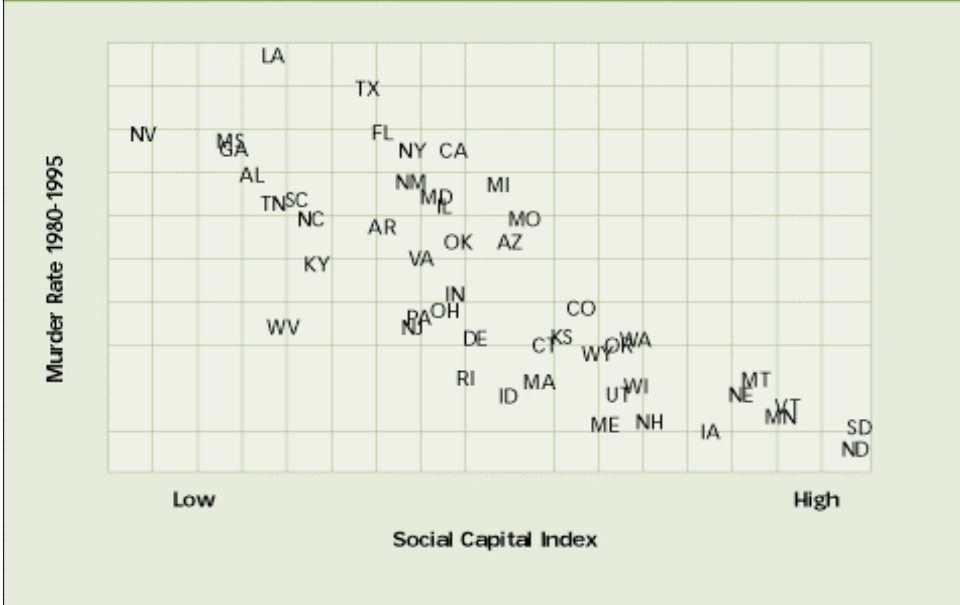


FIGURE 7.6
Health is better in high social capital states

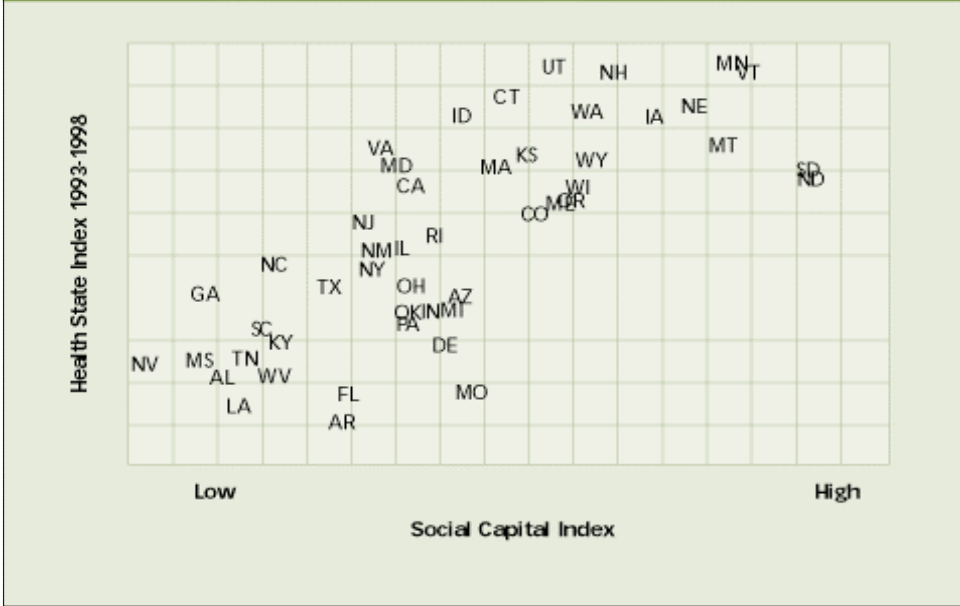
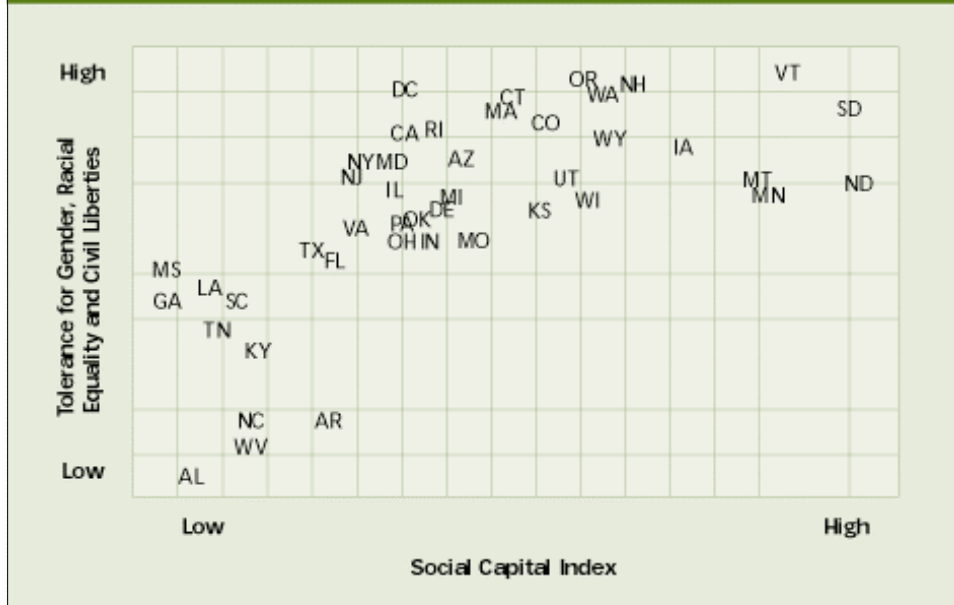


FIGURE 7.8

Social capital and tolerance go together



Economic Benefits

- Social capital is an essential ingredient in building strong societies and strong economies
 - 2 farmers exchanging tools can get more work done with less physical capital
 - Rotating credit associations can generate pools of financial capital for increased entrepreneurial activity
 - Job searchers can be more efficient if information is embedded in social networks

Economic Benefits

- Communication with colleagues for
 - Jobs
 - New methods
 - Support
 - Ongoing information
- Communication externally for
 - Funding
 - Initiatives
 - Professional Growth

Social Capital's Decline: Bowling Alone -Robert Putnam

- Putnam warns of our plummeted stock of social capital
 - From nearly 500,00 interviews over the last quarter century show that we...
 - » sign fewer petitions
 - » belong to fewer organizations that meet
 - » Know our neighbors less
 - » Meet with friends less frequently
 - » Socialize with our families less often
 - Describes how changes in work, family structure, age, suburban life, TV, computers, and other factors have contributed to this decline
- Declining Social Capital: Trends over the last 25 years
 - 58% decline in club and civic organization participation
 - 33% decline in family dinners
 - 33% decline in church attendance
 - 45% decline in having Friends over
 - 35% decline in involvement in community life (public meetings)

FIGURE 2

Active organizational involvement, 1973-1994

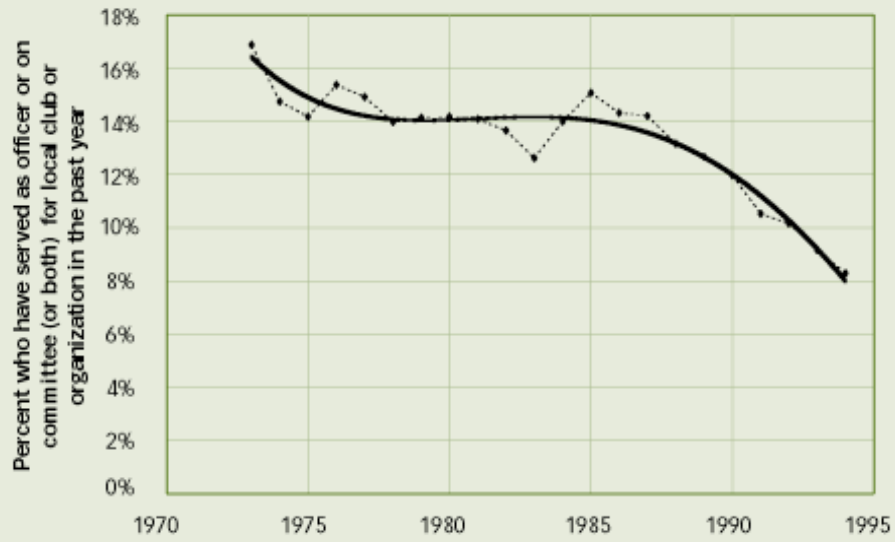


FIGURE 3

Club meeting attendance dwindles, 1975-1999

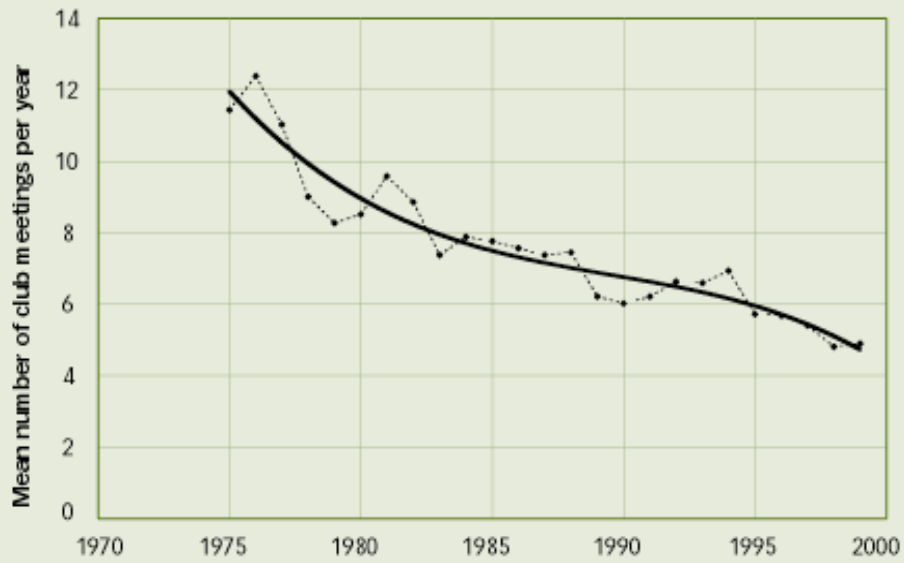
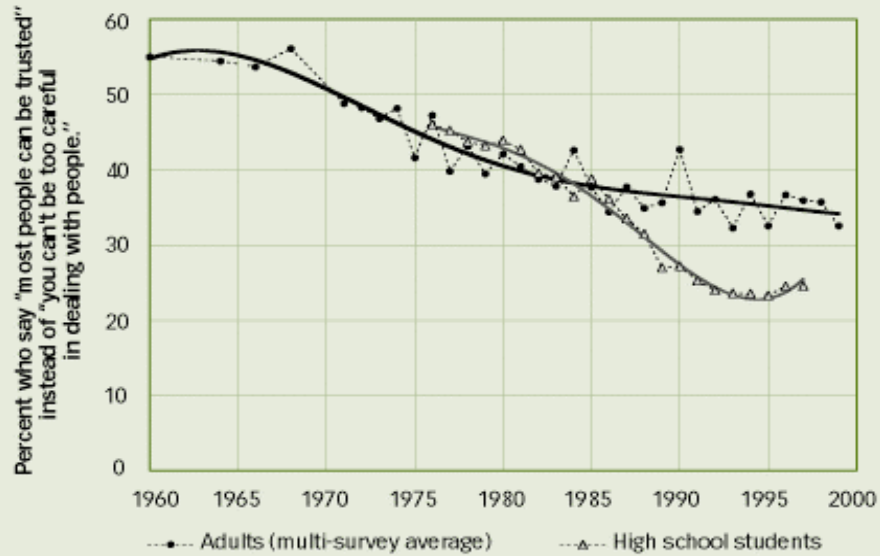


FIGURE 4
Four decades of dwindling trust Adults and teenagers, 1960-1999



Bowling Alone

- Identified four of the most important outcomes associated with high stocks of social capital:
 - Allows citizens to resolve collective problems more easily via increased cooperation
 - “greases” the wheels that allow communities to advance smoothly via increased levels of trust and solidarity
 - Widens the collective awareness of the many ways in which our fates are linked
 - Function as conduits for the flow of information that facilitates the achievement of individual and collective goals

Where Can We Go From Here?

- First step in solving a problem is to recognize one exists.
 - Recognize social capital has decreased and is a key component of our professional and personal lives
- Second step is to determine what the current level of social capital is and how to increase it in our community
- Third step is to increase social capital

Increasing Social Capital

- Understand social capital issues in the communities we create (volunteer groups, political organizations, professional societies, etc.)
- Increase demand for social capital
 - Create cohorts of “bonded” individuals within the larger community
 - Increase rewards and professional recognition for “social capital” activities

The Tipping Point

–Malcolm Gladwell

- “How little things can make a big difference”
- The Tipping Point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire
- Types of Persons
 - Connectors-those who know lots of people-social glue
 - Mavens-those who accumulate knowledge-data banks
 - Salesmen-those with skills to persuade-persuaders
- How can we make Social Capital stick?

Discussion Questions

- What ways can we (as individuals, agencies) create social capital?
- How can we best work together in supporting this project?
- What could be the opportunities for Tampa Bay?
- What resources are available or are needed to promote social capital?